

Home Furnishings Calendar 1949

JANUARY

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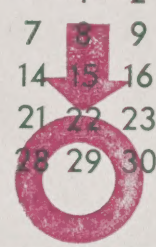
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HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 29	NEW FURNITURE GROUPS A one-man show of bedroom furniture, designed in the Romantic manner by Ralph W. Widdicombe, has just opened. This furniture derives from French Provincial, freely interpreted, and comes in four wood finishes and seven painted finishes all in harmonizing design. Contact: John Widdicomb Co., 1 Park Avenue, New York, N.Y., OR. 9-1200.	JOHN WIDDICOMB CO.	1 PARK AVENUE
Thursday Sept. 29 Just out	NEW BULLETIN The first issue of a new, bi-monthly bulletin, "The Retail Viewpoint", has just been published by NRPGA. This bulletin is designed to promote better retailer-manufacturer understanding by interpreting retail thinking to industry and other groups whose activities relate to the field of distribution. Publicity: Robert J. Mayer, CH. 4-8780.	N.R.D.G.A.	100 WEST 31ST ST.
Thursday Sept. 29- Jan. 5 7:00 P.M.- 10:00 P.M.	WORKSHOP COURSE IN EXHIBITION AND DISPLAY A course in exhibition and display technique for advanced students and professionals will be held on fifteen consecutive Thursdays. It will deal with visual continuity, special expansion in fixed volumes and discuss three-dimensional design from the point of view of model-building production and the design of packable units. Tuition, \$50.00. Registration, \$1.50. Publicity: John Gordon, NE. 8-5000.	WARREN NARDIN	BROOKLYN MUSEUM EASTERN PARKWAY
Friday Sept. 30 Just out	HOME ISSUE "Your Home and You", the special home issue of Seventeen Magazine will be out on this date. This is the first in a series of annual projects to stimulate general participation in home affairs such as decorating and cooking among teen agers. National promotional tie-ins have been planned. Publicity: Addie Weineman, PE. 6-1100.	SEVENTEEN MAGAZINE	11 WEST 42ND STREET
Saturday Oct. 1- Oct. 9	NATIONAL ELECTRICAL LIVING WEEK National Electrical Living Week has been designated in conjunction with the second annual National Television and Electrical Living Show. A special trade preview will be held September 30 to give exhibitors an opportunity to hold sales meetings and to present their 1949-1950 lines to dealers and distributors. Promotional plans to build public attendance include the signing of Eddie Cantor to head a cast which will present three full hour shows a day: General Electric's "House of Magic"; and a "Miss Television" with entrants sponsored by exhibitors. Contact: Axel H. Kahn, district manager, General Electric Supply Corp., Chicago, Ill.	ELECTRICAL ASSOCIATION	COLISEUM CHICAGO, ILLINOIS
Sunday Oct. 2	SPECIAL SECTION A full-sized special section with the front page in color will be devoted to home furnishings news, features and advertisements in connection with Home Fashion Time. Contact: Lois Hagen, H.F. Editor, The Milwaukee Journal, Milwaukee, Wisconsin.	THE MILWAUKEE JOURNAL	MILWAUKEE, WIS.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING OCTOBER 3, 1949</u>			
Oct. 3	YOM KIPPUR--JEWISH DAY OF ATONEMENT.		
Monday Oct. 3 April 3 7:00 P.M.	COURSE OF LECTURES ON ADVERTISING	ADVERTISING WOMEN OF NEW YORK	HOTEL ASTOR 45TH ST. & B'WAY
	A course of twenty-four lectures will be given for the 21st year under the auspices of Advertising Women of New York. Registration is Sept. 28 from 5:45 to 8:30 P.M. at the Astor. Fee for entire course including lectures, field trips and graduation party is \$12. The first lecture will deal with advertising and public relations and their contribution to public welfare. It will be given by Fen K. Discher of the Lily-Tulip Cup Corp. Contact: Hulda Kloenne, A.W.N.Y., CI. 5-4149.		
Monday Oct. 3	ROOMS BY DECORATORS	LIFE MAGAZINE	9 ROCKEFELLER PLAZA
	Rooms designed by three famous decorators will be featured in the October 3 issue of Life in full color. The decorators are Nancy McClelland, Robsjohn-Gibbings and William Pahlmann. Lord & Taylor will put Robsjohn-Gibbings' room, built around Widdicomb Furniture Co. pieces, on exhibition on Saturday, October 1. Nancy McClelland is reproducing her room in her own office at 15 East 57th Street. It will be shown to the press, by invitation only, at 3 P.M. October 4; and to the public on October 5. William Pahlmann's room has been reproduced at the Contempo showrooms, 932 Broadway. Contact: Dorothy Smith, Life Magazine, JU. 6-1212.		
Thursday Oct. 4 10:30 A.M. Breakfast	PREVIEW BREAKFAST FOR THE PRESS	PHINNEY-WALKER & SEMCA CLOCK CO.	HOTEL ROOSEVELT LIBRARY ROOM
	A press showing of a new collection of clocks for the home, the office and for traveling will be held on this date and breakfast will be served until noon. By invitation only. Publicity: Anne Gorman, Franklin Fisher & Associates, Inc., MU. 2-1983.		
Oct. 4	REGULAR MEETING OF UPHOL. FURN. MFRS. ASSN, 7:30 P.M., McALPIN HOTEL. CONTACT: IRVING KASS, TOLLERIS, KASS & TOLLERIS, MU. 3-4247.		
Tuesday Oct. 4	FIRST OPEN MEETING	HOME FASHIONS LEAGUE	CHICAGO, ILLINOIS
	The first member group of the Home Fashions League has been formed in Chicago and will hold its first open meeting on Oct. 4. This meeting will be addressed by Harper Richards, industrial designer. The second meeting on Nov. 8 will have Saide Feika of Feika Imports as guest speaker. She will discuss and show merchandise collected on her recent trip to the Orient. Contact: Marian Knapp, Director of Public Relations, National Association of Bedding Manufacturers, 1647 Merchandise Mart, Chicago, Ill.		
Wednesday Oct. 5 Just out	CONTEMPORARY FURNITURE	FUNCTIONAL FURN. MFRS.	53 EAST 34TH STREET
	A copiously illustrated, 30-page catalog of this manufacturer's new line of contemporary furniture will be available for distribution to architects, designers and decorators on this date. Copies may be obtained by writing to the above address on professional stationery. Contact: Burton Bernard, Sales Manager, IR. 6-2578.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 6 9:30 A.M.	ANNUAL INTERNATIONAL ADVERTISING CONVENTION All phases of export advertising will be discussed by specialists in an all-day meeting which includes luncheon and a cocktail party. Registration fee is \$15. Contact: Paul R. Kruming, CO. 7-8993.	EXPORT ADVERTISING ASSN. 20 VESEY STREET	BILTMORE HOTEL CASCADE ROOM
Friday Oct. 7 12:15 P.M. Luncheon	MONTHLY LUNCHEON The second monthly luncheon of the Home Fashion League will have as its speaker Kathi Norris, mistress of ceremonies on "Your Television Shopper", WABD-Dumont. She will discuss how to sell merchandise by television. Luncheon will be in the Henrik Hudson Room as usual. Contact: Josephine Brush, SA. 2-1839.	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT
Oct. 8- Oct. 15	NATIONAL WINE WEEK. CONTACT: WINE ADVISORY BOARD, 717 MARKET ST., SAN FRANCISCO 5, CALIFORNIA.		
Oct. 9- Oct. 15	NATIONAL BUSINESS WOMEN'S WEEK, 1819 BROADWAY, NEW YORK CITY. CONTACT: NATIONAL FEDERATION OF BUSINESS & PROFESSIONAL WOMEN'S CLUBS.		

WEEK BEGINNING MONDAY, OCTOBER 10, 1949

Monday October 10 Just out	NEW HOME GUIDEBOOK A complete guidebook for the home owner who wants to make and fix things for the house and garden is "It's Fun to Make Yourself", edited by Stacy Maney. With over 1,000 diagrams and photographs it covers such things as woodwork, decorating, repairs. Publicity: Janet Glennon, CI. 6-1700.	GARDEN CITY PUB. CO.	14 WEST 49TH ST.
Monday Oct. 10- Oct. 12	ANNUAL MEETING The 40th annual meeting of the Association of National Advertisers will start on October 10th and run through the evening of October 12th. Howard Chapin, advertising director of the General Foods Corporation, is chairman of the program committee. The meeting will open with a session on the latest information on markets, changing distribution patterns and post-war trends in advertising media values. There will be sessions devoted to the application of research findings; industrial advertising; radio and television; new and successful advertising techniques to improve plant-town conditions and attitudes and so forth. Climax of the three day sessions will be the banquet talk by Paul Hoffman, Administrator of E.C.A. As has been the practice in the past, the first two days will be restricted to association members and invited advertiser guests. On the third day representatives of advertising media and agencies will also be guests of A.N.A. Publicity: Peter Allport, Association of National Advertisers, 285 Madison Avenue, OR. 9-4940.	A.N.A.	WALDORF-ASTORIA
Monday Oct. 10 Just out	BOOK ON HOUSE IMPROVEMENT A new book "101 Ways to Increase the Value of Your Home" by F. B. Evans and Dorothy Sara, tells of many improvements that can be made at a minimum of expense without employing expensive professional help. It is profusely illustrated; price \$1.50. Publicity: Janet Glennon, CI. 6-1700.	GARDEN CITY PUB. CO.	14 WEST 49TH ST.
Monday Oct. 10 7:00 P.M.	SECOND LECTURE The second lecture in the Survey of Advertising course will deal with manufacturer's advertising department and planning an advertising campaign. It will be given by Howard Lochrie of Birds Eye - Snider Div., General Foods Corp. Contact: Hulda Kloenne, A.W.N.Y., CI. 5-4149.	ADV. WOMEN OF N.Y.	HOTEL ASTOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Oct. 10-	NATIONAL CRANBERRY WEEK.		
Oct. 15	CONTACT: ELLEN STILLMAN, NAT'L CRANBERRY ASS'N, HANSON, MASS.		
Tuesday	BETTER HOME SHOW	BETTER HOMES EXPOSITION	COUNTY CENTER
Oct. 11-	AND HEART HOME EXHIBIT	201 MAIN STREET	WHITE PLAINS, N.Y.
Oct. 16	As part of the 1949 Westchester Better Homes Exposition to be held daily from 1 to 11 P.M. on these dates, the Westchester Heart Home will be open for inspection and will be awarded at the close to the person who comes closest to estimating the number of nails used in its construction. A complete line of home furnishings as well as other pertinent materials will be featured at the show. Contact: John C. Bailey, 193 Main Street, White Plains, N.Y.; Publicity: Robert A. Durk, Durk Advertising Agency, White Plains, N.Y.		
Oct. 12	COLUMBUS DAY (Wednesday - Legal Holiday)		
Wednesday	TRADE EXHIBIT	NAT'L HARDWARE SHOW	GRAND CENTRAL PALACE
Oct. 12-	Over 500 national manufacturers will exhibit every type of hardware and houseware, fishing and hunting equipment and sporting goods at this annual show for the trade only. Hotel reservations can be arranged for out-of-town manufacturers and advance registration programs may be obtained by contacting: National Hardware Show, 331 Madison Avenue, New York 17, N.Y. Publicity: Ted Black, MU. 2-4802.		
Oct. 15			
Thursday	FALL ROSE DAY	BROOKLYN BOTANIC GARDEN	1000 WASHINGTON AVE.
Oct. 13	The Garden will hold its 22nd annual Fall Rose Day in co-sponsorship with the American Rose Society. Helen M. Totty will discuss "The Fall Care of the Rose Garden" and W. Ray Hastings will speak on "Roses on Trial." Visitors' questions will be answered. At the same time an exhibition of garden paintings by Eva Melady will be opened in Room 306 for the week of Oct. 13 to 19. Publicity: Matthew A. Bassity, MA. 2-4433.		
2:00 P.M.			
Oct. 15-	ROCHESTER HOME SHOW, HOTEL SENECA, ROCHESTER, N. Y.		
Oct. 22	CONTACT: DUBINSKY STONE EXPOSITION, 71 SHARON ST., HARTFORD, CONN.		
Saturday	HOME FURNISHING EXHIBIT	CONTEMPORARY ARTS ASSN.	HOUSTON, TEXAS
Oct. 15-	An exhibit to be called "Contemporary Art in the Home" will present the most contemporary furniture and accessories available today to the public under the auspices of the Contemporary Arts Assn. of Houston. This exhibit will mark the opening of their new building. Contact: Robert Preusser, Chairman, Exhibition Committee, 1756 West Main St., Houston, Tex.		
Nov. 30			

ADVANCE DATES AND NOTICES

Monday	FIRST LECTURE: HOME	HOME FASHIONS LEAGUE	F. SCHUMACHER & CO.
Oct. 17	FASHIONS FUTURES	155 EAST 96TH ST.	60 WEST 40TH ST.
7:00 P.M.	At the first of a course of six lectures sponsored by the Home Fashions League, Dorothy Draper will discuss "Color and Fabrics". Contact: Josephine Brush, SA. 2-1839.		
Monday	NEW YORK ANTIQUES FAIR	ANTIQUA DEALERS	71ST REGIMENT ARMORY
Oct. 17-	New York's annual antiques fair will be held in the 71st Regiment Armory at Park Avenue and 34th Street on these dates, closing at 6:00 P.M. Saturday, October 22. Contact: New York Antiques Fair, Inc., TE. 8-6830.		
Oct. 22			
1-11 P.M.			

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 18 9:00 A.M.- 5:00 P.M.	ORIENTAL RUG FORUM AND LUNCHEON An all-day oriental rug forum under the dual sponsorship of the Oriental Rug Institute and the Oriental Rug Importers Assn. will feature such speakers as Earl Glazier of Hardwick & Magee, Stephan Philibosian of Strawbridge & Clothier, E. A. Raventos of Karastan Rug Mills as well as and editorial writer, an interior decorator and others to be announced later. Publicity: Mr. M. Julian, Julian-Lewis, Inc., CI. 7-6027.	ORIENTAL RUG INST. ORIENTAL RUG IMP. ASSN.	HOTEL STATLER NEW YORK, N.Y.
Friday Oct. 21	SEVENTIETH ANNIVERSARY OF THE INVENTION OF THE INCANDESCENT LIGHT. CONTACT: EDGAR O. SEIBERT, 10 DOWNING STREET, N.Y.C., WA. 9-8847.		
Oct. 21- Oct. 30	JAMESTOWN FALL FURNITURE MARKET, JAMESTOWN, N.Y. CONTACT: MR. P. E. DENNEY, FURN. MFRS. BLDG., INC., JAMESTOWN, N.Y.		
Oct. 23.	ORIENTAL RUG WEEK.		
Monday Oct. 24 7:00 P.M.	SECOND LECTURE: HOME FASHIONS FUTURES At the second of a course of six lectures sponsored by the Home Fashions League, Donald Deskey, will discuss "Fashions from the Floor Up" and Eugene Stephenson will talk on "Room Arrangement for Television". Contact: Josephine Brush, SA. 2-1839.	HOME FASHIONS LEAGUE 155 EAST 96TH ST.	BIGELOW-SANFORD 140 MADISON AVE.
Monday Oct. 24- Oct. 29	SECOND ANNUAL FALL SUMMER FURNITURE MARKET Following up the successful market held last year, the NASFM will hold its second market on these dates. In addition to exhibitions in the Sheraton Hotel there will be displays at the Merchandise Mart, the American Furniture Mart and the Hotel St. Clair. Publicity: Harold J. Siesel, 424 Madison Avenue, New York 17, N.Y., EL. 5-0138.	NATIONAL ASSN. OF SUMMER FURN. MFRS.	SHERATON HOTEL CHICAGO, ILLINOIS
Monday Oct. 24- Oct. 29	TABLE FASHIONS SHOWS A week's showing, sponsored by The Portland Oregonian, will launch Helen Chamberlin's Table Fashions of 1950. This show, presenting 22 complete table settings and as many shadow box displays will feature the fine chinaware and earthenwares of the members of the California Pottery Guild. It will be given again in San Francisco at the Clift Hotel under the auspices of the San Francisco Chronicle during the week of Nov. 7. There will be additional showings in the East during the winter and early spring; dates to be announced later. Contact: Helen Chamberlin, California Pottery Guild, 315 West 9th St., Los Angeles 15, Cal., MA. 6-4638.	HELEN CHAMBERLIN	PORTLAND OREGONIAN PORTLAND, OREGON
Oct. 24- Oct. 30	NATIONAL HONEY WEEK. CONTACT: AM. HONEY INST., COMM. STATE BANK BLDG., MADISON 3, WISCONSIN.		
Thursday Oct. 27 Just out	NEW COOK BOOK "The Art of Cheese Cookery", by Nika Standen, discusses the difference between natural, processed and cheese-food cheeses and describes their uses. It also gives recipes in which cheese is the <u>main</u> ingredient and others in which it is one of the essential ingredients. Every recipe has been tested in Young & Rubicam's experimental kitchen. Price, \$1.95. Publicity: Louise Thomas, CI. 6-1700.	DOUBLEDAY & CO., INC.	14 WEST 49TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Oct. 28 Just out	NOVEL COOKBOOK A new sort of cookbook, designed to appeal to the eye as well as to aspiring cooks, is "The Fireside Cookbook". It is illustrated in full color with hundreds of gay pictures to accompany its more than 1200 simple, basic recipes. Publicity: Elinor Green, CI. 5-6400.	SIMON & SCHUSTER	1230 SIXTH AVENUE
Oct. 29- Nov. 4	NATIONAL APPLE WEEK. CONTACT: NATL. APPLE WEEK ASSN., 154 EAST AVE., ROCHESTER 4, N.Y.		
Monday Oct. 31 7:00 P.M.	AWARDS BANQUET The Financial World Fifth Annual Report Awards Banquet will be held on this date and awards will be made. Ladies are invited. Black tie. Contact: John Loeser, RE. 2-0224.	FINANCIAL WORLD	HOTEL STATLER
Monday Nov. 7- Nov. 11	TO EXHIBIT AT NATL. HOTEL EXPOSITION Modernage Contract Furniture, Inc. creators of modern interiors for hotels, clubs, restaurants and so forth featuring Multiplex furniture designed by Martin Feinman, will participate in this exposition in cooperation with Weil Brothers Textiles, national distributors of Loma-Loom carpeting. This concern is now entering the contract field for the first time. Publicity: Virginia Burdick, PL. 8-1725.	MODERNAGE CONTRACT FURNITURE, INC.	GRAND CENTRAL PALACE
Nov. 7- Nov. 11	NATIONAL HOTEL EXPOSITION, GRAND CENTRAL PALACE, NEW YORK, N.Y. CONTACT: A. L. LEE, GEN. MGR., 221 W. 57TH ST., N.Y.C., CI. 7-0800.		

MUSEUM, GALLERY AND GARDEN NEWS

Thursday Sept. 29 Going on	EXHIBIT OF TOILES A press preview of the new exhibit "The Toiles of Today and Yesterday" will be held on this date. The exhibit will be open to the public on September 30. Toiles shown are French, English and American. Many are the original 18th and early 19th century prints while others are reproductions inspired by these originals. Hours: 9 A.M. to 5 P.M., Mondays through Fridays. Contact: John K. Tilton, CI. 6-8769.	SCALAMANDRE MUSEUM	20 WEST 55TH STREET
Thursday Sept. 29 11:00 A.M.	TOUR OF ROOMS A tour of rooms from famous New York houses has been arranged in connection with Home Fashion Time. Contact: Mr. Svitavsky, LE. 4-1672.	MUSEUM OF CITY OF N.Y.	104TH & FIFTH AVE.
Thursday Sept. 29 3:00 P.M.	GALLERY TALK A special gallery talk on the Golden Age of Furniture has been arranged in connection with Home Fashion Time. Contact: Jane S. Meyer, RH. 4-7690.	METROPOLITAN MUSEUM	82ND & FIFTH AVE.
Thursday Sept. 29 Evening	GARDEN LECTURES A series of 12 Thursday evening garden lectures on Fundamentals of Gardening by T. H. Everett, horticulturist, will begin on this date. Publicity: Carol H. Woodward, SE. 3-3200.	N.Y. BOTANICAL GARDEN	BRONX PARK
Friday Sept. 30 11:00 A.M.	DRAPERY EXHIBIT An exhibit of original designs for draperies has been arranged in connection with Home Fashion Time. Contact: Calvin Hathaway, AL. 4-6300.	COOPER UNION	COOPER SQUARE & 7TH

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MUSEUM, GALLERY AND GARDEN NEWS (Cont'd)</u>			
Friday Sept. 30 2:30 P.M.	TEXTILE EXHIBIT An exhibit of contemporary textiles for home decoration has been arranged in connection with Home Fashion Time. Contact: Michele Murphy, NE.8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY
Oct. 1- Oct. 23	AMERICAN TEXTILES '48. WORCESTER ART MUSEUM, WORCESTER, MASS. CONTACT: AMERICAN FEDERATION OF ARTS, 22 EAST 60TH STREET, NEW YORK, N.Y.		
Oct. 1- Nov. 2	EARLY AMERICAN DECORATIVE ARTS, INDEX OF AMERICAN DESIGN. WORCESTER ART MUSEUM, WORCESTER, MASS.		
Tuesday Oct. 4- Dec. 4	ANNIVERSARY CELEBRATION "Modern Art in Your Life", an exhibition to show how modern art is a source for much of our daily environment, will occupy the entire 3rd floor of the Museum to commemorate its founding in 1929. Buildings, furniture, useful objects, shop displays and advertisements that are accepted readily and enjoyed by the public are related to, or derived from works of art frequently considered meaningless and even ugly. The exhibition will show how the appearance of popular articles used in everyday living has direct antecedents in the most elusive abstract art. This has been arranged by Rene d'Harnoncourt, Director of the Museum's Curatorial Departments, in collaboration with Robert Goldwater, author, Associate Professor of Art History at Queens College and Editor of the Magazine of Art. <u>Press preview on October 4th by invitation only.</u> Open to the public on October 5th. Hours: 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Publicity: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Thursday Oct. 6- Oct. 30	SCULPTURE AND TEXTILE EXHIBITIONS TO OPEN On this date an exhibit of metal sculpture by Saul Baizerman and a combined exhibition of tweeds, homespuns and decorator's fabrics by Joe Acton and Bret Carberry will be put on view. Hours: 10:30 A.M. to 9:00 P.M. weekdays; 1 to 6 P.M. Sundays. Publicity: Andrew J. Seraphin, The Art Alliance, 251 South 18th St., Philadelphia 3, Pennsylvania.	PHILADELPHIA ART ALLIANCE	251 SOUTH 18TH ST. PHILADELPHIA, PA.
Wednesday Oct. 19 10:00 A.M.- 5:00 P.M.	VAN GOGH EXHIBIT "Vincent Van Gogh: Paintings and Drawings" - an international loan exhibition arranged by The Metropolitan Museum of Art and The Art Institute of Chicago, will be opened to the press on this date. Paintings and drawings to be shown will come from the collections of Vincent W. Van Gogh of Laren and the Kroller-Muller State Museum at Otterlo, in Holland and from a number of American lenders, including private collectors and leading museums. The exhibition is being arranged with the endorsement and assistance of the Ministry of Education, Arts and Sciences of the Royal Netherlands Government. Open to the public from October 21st through January 15th. Hours: 10:00 A.M. to 5:00 P.M. daily; 1:00 P.M. to 5:00 P.M. Sundays and holidays. Publicity: Lillian Green, RH. 4-7690.	METROPOLITAN MUSEUM	FIFTH AVE. & 82 ST.
Oct. 20- Oct. 21	ANNUAL MEETING OFFICE MANAGEMENT DIVISION, AMA., HOTEL STATLER, N.Y. CONTACT: COLEMAN MAZE, DEPT. OF MANAGEMENT & IND. REL., N.Y.U., N.Y.		

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<u>MUSEUM, GALLERY AND GARDEN NEWS (Cont'd)</u>			
Thursday Oct. 20- Dec. 18	FAMOUS COLLECTION OF 20TH CENTURY ART The extraordinary Arensberg collection of 20th century paintings and sculptures, previously only to be seen in Hollywood, will be shown publicly for the first time. Publicity: Peter Pollack, CE. 6-7091.	ART INSTITUTE OF CHICAGO	MICH. AVE. & ADAMS CHICAGO, ILLINOIS
Friday Oct. 21 2:00 P.M.- Oct. 23	CHRYSANTHEMUM SHOW The Sixth Annual Show and Meeting will be held in the Museum Building at 2 P.M. on October 21 and the Show will continue on Oct. 22 and 23 from 9 A.M. to 4:30 P.M. on Saturday and from 10 A.M. to 6 P.M. on Sunday. Contact: Carl Toepler, 86 Van Beuren Ave., Teaneck, New Jersey.	NATL. CHRYSANTHEMUM SOC.	N.Y. BOTANICAL GARDEN
Friday Oct. 28- Oct. 29	SECOND ANNUAL ORCHID SHOW Opening on the 28th of October in the evening, the second annual orchid show will continue all day on the 29th and will be held in the lobby of the American Security & Trust Co., 15th and Pennsylvania Avenue, N.W., Washington, D.C. Contact: Linnaeus T. Savage, American Security & Trust Co., 15th and Pennsylvania Ave., N.W., Washington, D.C.	NATIONAL CAPITAL ORCHID SOCIETY	AM. SEC. & TRUST CO. WASHINGTON, D. C.
Saturday Oct. 29	PREVIEW OF CERAMIC SCULPTURES A preview of the 14th Ceramic National prize winners will be held at the Syracuse Museum on this date and be open to the public from October 30 to December 4 when the exhibit will tour the country. Publicity: Mary Alice Smith, EL. 5-7300.	SYRACUSE MUSEUM OF FINE ARTS	SYRACUSE NEW YORK

TELEVISION NEWS

Thursday Sept. 29 11:00 A.M.- 12:00 M.	TELEVISION PROGRAM: "YOUR TELEVISION SHOPPER" Mr. Gunther Hansen-Sturm, head of Romanoff Caviar, will discuss with Kathi Norris the history and romance of this gourmet's delight. On the same program George Tanier of Swedish Modern will show his new swiveled cocktail table which opens out to a full size dining table and may be raised or lowered. Publicity: Babs Doniger, MU. 8-2600.	WARD CHANNEL 5	DUMONT TELEVISION 515 MADISON AVENUE
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EDITORIAL REQUIREMENTS

For: American Family Magazine, 53 W. Jackson Blvd., Chicago, Ill.
John W. Mullen, editor, is in the market for articles on home decoration, new ideas and trends in home decoration, in any of its phases, as well as any other types of home service articles. Length desired, 1200 to 2200 words. Mail to the attention of John W. Mullen at above address.

For: The Anvil, a publication of the American Public Relations Assn. 116 Ring Building, Washington 6, D.C., Editor, J. R. Connor. Personnel notes or mention of a well-done public relations job or anything of like nature of interest to those engaged in public relations are solicited. These should be typewritten, double-spaced, preferably brief and may be accompanied by small line drawings or cartoons as illustrations. Be sure to give name and address (which will not be used if so requested.)

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Arlene Hannes, Associate Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

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